DataToBiz

Driving Revenue Growth and Improving Marketing Strategies through Customer Analytics for India's Largest Auto-rickshaw Aggregator

ABOUT CLIENT

An on-demand app-based Auto-rickshaw aggregator, headquartered in Chandigarh, India, stands out as a leading player in its domain. Established in 2014, the company has expanded its services to encompass more than 45 cities. In addition to offering convenient auto-rickshaw rides, the platform extends its reach to provide local services, including logistics support, and the delivery of groceries and food. This versatile approach positions the aggregator as a comprehensive solution, catering to diverse transportation and everyday needs in various urban centers

PROBLEM STATEMENT

Our client faced several challenges that hindered their revenue growth and
marketing strategies:

Limited Consumer Insights: Incomplete understanding of customer preferences, behaviors, and purchase patterns hindered personalized marketing efforts.

Ineffective Offer Strategies: Difficulty in identifying impactful offers and promotions resulted in low engagement and conversion rates.

Suboptimal Pricing: Determining optimal pricing for auto-rickshaw services led to dissatisfaction among customers and missed revenue opportunities.

Lack of Personalization: The absence of personalized recommendations limited upselling, cross-selling, and customer loyalty potential.

Customer Retention Challenges: High churn rates prompted the need for effective strategies to improve customer loyalty and reduce attrition, fostering repeat business

SOLUTIONS

To address the client's challenges, our data experts proposed the following solutions:

Customer Segmentation: Analyzed customer data to identify distinct segments based on demographics, behavior, and usage. This enabled tailored marketing initiatives for each segment.

Advanced Offer Analytics: Conducted a detailed study using historical data to pinpoint the most effective offers for different customer segments, optimizing promotional strategies for higher engagement and conversion rates.

Data-Driven Pricing Analytics: Implemented pricing analytics by analyzing market dynamics, competitor pricing, and customer sensitivity to set optimal price points for auto-rickshaw services, attracting customers while maximizing revenue.

Personalized Recommendation Engine: Developed a recommendation engine using customer data, usage history, and behavior patterns, enabling personalized service recommendations for clients.

Targeted Retention Strategies: Conducted RFM analysis to identify valuable customer segments and those at risk of churn. Implemented targeted retention strategies, including personalized incentives, loyalty programs, and proactive customer support

Industry

Automobile

Products used

Customer Analytics

Functionality Enable

Artificial Intelligence (AI) and Machine Learning (ML)

Impact

11%
Increase in revenue within the first year of leveraging personalized marketing strategies, optimized pricing, and recommendation engine-based upselling and cross-selling opportunities

15%
Reduction in customer churn through targeted retention initiatives based on RFM analysis

22%
Increase in marketing ROI, along with improved conversion rates

pro tip

Boost customer insights in the auto industry by analyzing real-time feedback from social media and reviews. Uncover valuable data on satisfaction, preferences, and areas for improvement

Take the next step

Rev up your customer insights? Get in Touch